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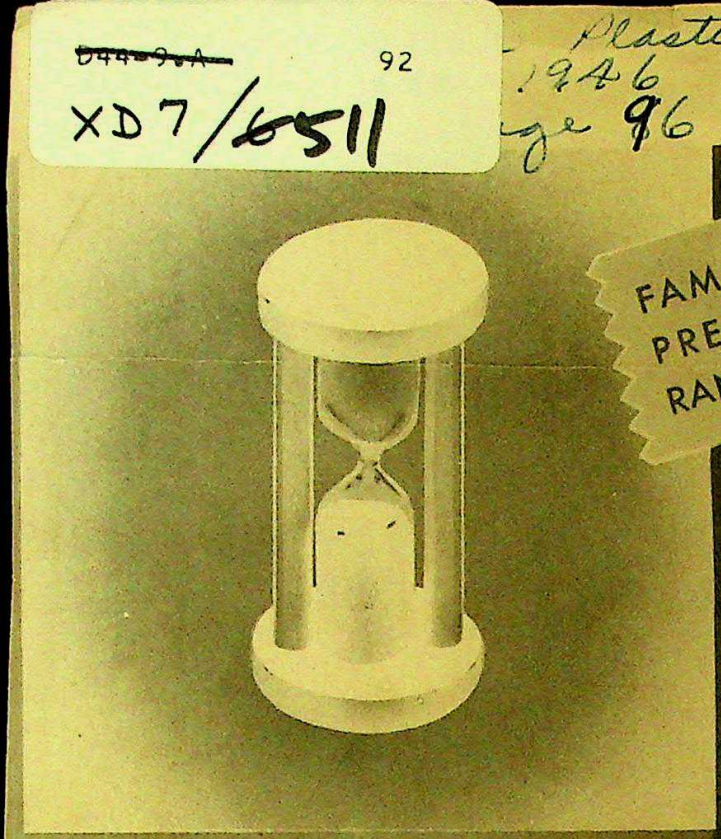
Plastics
1946
page 96

FAMOUS PLASTIC PREMIUMS THAT RAN INTO MILLIONS



American Home Products once introduced a line of baby food by means of this cooking timer, made of cast phenolic. The timer was made of sliced rod stock in red and yellow, the glass centerpiece being half filled with blue sand. In the past there were comparatively few fabricated plastic premiums. Now new materials, new automatic machinery and new methods make possible mass production of fabricated items and more will be used as premiums

When Little Orphan Annie was the character around which an Ovaltine promotion centered, a urea-formaldehyde mug was designed as a premium for the account. It was produced in millions and enjoyed great success. Later on, the advertiser wanted to develop a wider market for his product served cold, and a shaker of the same material was made, with equal sales success. Both these items were created to meet the requirements of the premium field

ings. In the first place, the most successful applications of plastic to premiums have been in self-liquidating offers, where there was an element of newness and glamor to be featured in radio commercials and advertising copy, where the quantities ran into the millions and where a clever idea or design counted heavily. Plastics had the advantage of newness to help them fill the bill. But, now, plastics are no longer new. They must depend instead upon the three other elements which make for *good* premiums—that is, beauty, utility and/or novelty.

What makes a good premium

Duane Jones, the "Box Top King," head of the advertising agency of the same name, directs the distribution of over 3 million premiums a year for such accounts as Bab-O and lines of packaged foods. He points out that since 1851, when B. T. Babbitt invented the premium idea by giving away pretty pictures as a means of introducing his packaged soap, premiums have run the whole gamut from pieces of the Blarney Stone through genuine fox tails for kids to tie to their bicycles, to really beautiful household utility devices. And among the big volume jobs, the spectacular successes, there were quite a number of plastic products.

Here is Duane Jones' list of desirable qualities in self-liquidating premiums, with comment on how plastic premiums fit the picture. In essence they are the "beauty, utility and/or novelty" qualifications which were set up as essentials to success in this field.

1. A perfect premium is based on a clever idea. Standardized gadgets, of plastic or any other material, will not hit the big time, although they may become coupon premiums. If the idea is not *new*, it must possess other advantages that will compensate for newness in advertising and radio commercials. After all, these items are frequently "sold" to the public sight unseen.

Plastics lend themselves exceedingly well to new design. They have color, texture and ability to take style shapes.

2. A self-liquidating premium must be available in test quantities first. Customary practice is to try out an offer in a fairly tough territory for a few weeks before making a national offer. Possibly 25,000 pieces are needed for the trial. If the results are good, orders varying between 400,000 and 1,000,000 may be

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PATENT OFFICE
OCT 31 1951
D7-X511
PAGE 7 HOUSE & GARDEN

D 7/511 (from 220/90.4)

FRANCE
1,437,341

N° 1.437.341 Société dite : Turnwald G.m.b.H. 2 planches. - Pl. I

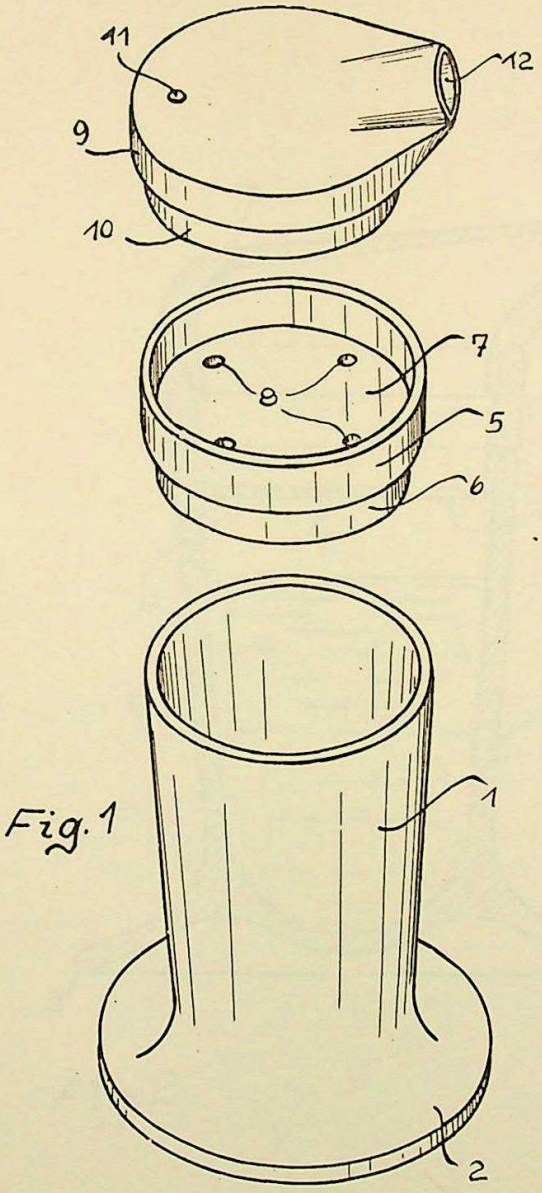

Fig. 1

Infant drinking cup

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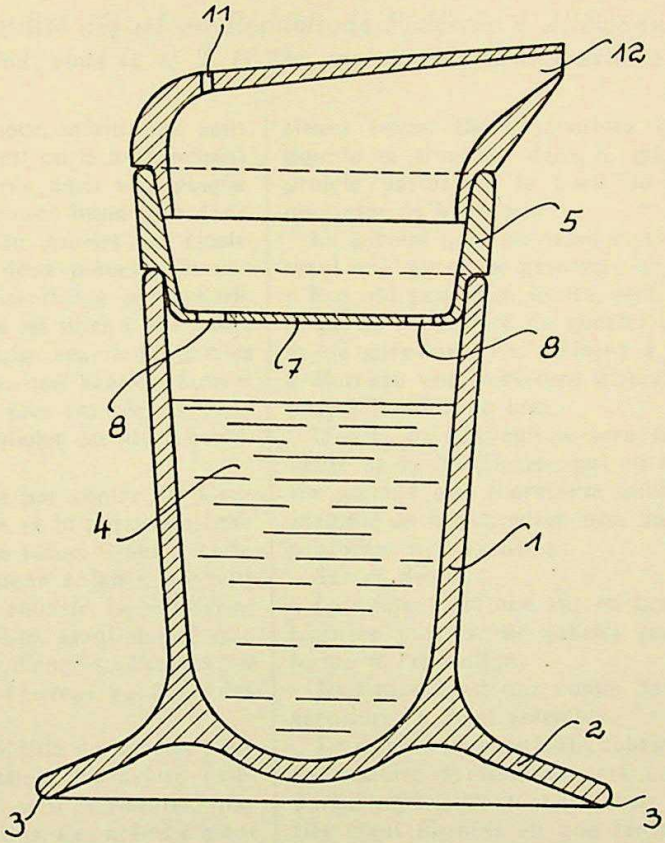

Fig. 2

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BREVET D'INVENTION

P. V. n° 22.602 N° 1.437.341

Classification internationale : A 47 g

Gobelet pour enfants.

Société dite : TURNWALD G.M.B.H. résidant en République Fédérale d'Allemagne.

Demandé le 28 juin 1965, à 16h 20m, à Paris.
Délivré par arrêté du 21 mars 1966.
(*Bulletin officiel de la Propriété industrielle*, n° 18 de 1966.)
(*Modèle d'utilité déposé en République Fédérale d'Allemagne le 11 juillet 1964, sous le n° T 17.776, au nom de la demanderesse.*)

FRANCE
DIV. 310
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On connaît des gobelets pour enfants qui sont assurés contre le renversement ou le basculement par le fait qu'ils sont insérés dans une plaque de base de diamètre relativement important dans laquelle le bord inférieur du gobelet est ajusté étroitement. Ce gobelet en deux pièces présente cependant le défaut que l'assemblage par emboîtement entre les deux pièces est sujet à une usure rapide, en particulier lorsque ces deux parties sont en matière synthétique, une fixation étroite et bien ajustée n'étant alors plus assurée. Le danger d'un basculement du gobelet est alors considérablement plus grand.

La présente invention vise par contre un gobelet dont la partie supérieure et la partie de base sont fabriquées en une seule pièce. Grâce à cette caractéristique, le gobelet pour enfants, souvent mis à rude épreuve, est très robuste. Le nettoyage est en outre largement facilité, étant donné que le gobelet comporte moins d'angles, d'arêtes ou de rainures dans lesquels peuvent se fixer des dépôts.

En vue d'augmenter la stabilité du gobelet pour enfants conforme à l'invention, les arêtes extérieures du socle ou pied sont arrondies, par exemple à la manière de patins. Ces arêtes étaient jusqu'ici relativement vives, de manière qu'elles formaient un centre de basculement, en particulier sur des surfaces rugueuses, par exemple des nappes et que le gobelet se renversait facilement lors de mouvements maladroits. Lorsque les arêtes sont par contre arrondies, elles servent de patins, de manière que le gobelet glisse, mais sans pouvoir se renverser autour d'un point de rotation.

Pour des raisons de stabilité, ainsi que pour des raisons de fabrication, le socle est avantageusement creux.

Selon une autre caractéristique de l'invention, la partie supérieure du gobelet reçoit une première garniture insérée dans l'orifice de la partie supérieure et dont le fond est muni de plusieurs trous. Cette garniture empêche que le liquide se trouvant dans le gobelet puisse être projeté par-dessus le bord du gobelet lors de mouvements brusques.

Le gobelet peut en outre recevoir avantageusement une deuxième garniture en forme d'élément à bec qui peut être inséré, soit dans l'orifice de la partie supérieure du gobelet, soit dans la première garniture. Cet élément à bec présente de préférence une ouverture d'aération du côté opposé à l'orifice du bec.

L'objet de l'invention sera mieux compris à l'aide de la description qui va suivre et du dessin annexé qui représente schématiquement un exemple de construction non limitatif du gobelet conforme à l'invention;

Sur ce dessin :

La figure 1 est une vue en perspective des différentes parties du gobelet pour enfants conforme à l'invention;

La figure 2 est une coupe du gobelet avec ses garnitures à l'état assemblé.

Le gobelet pour enfants, fabriqué de préférence en matière synthétique, est constitué par une partie supérieure 1 et un socle 2, ces deux parties étant formées en une seule pièce. Pour des raisons de fabrication, les parois présentent partout la même épaisseur. Le fond du socle est creux. Même lorsque le gobelet est plein, il présente une stabilité suffisante, étant donné que les arêtes 3 arrondies de la partie de base 2 glissent facilement à la manière de patins, même sur des surfaces inégales, empêchant ainsi la formation d'un point de basculement lors d'un appui éventuel contre une surface inégale.

La garniture 5 pouvant être insérée dans l'orifice de la partie supérieure 1 du gobelet empêche que le liquide 4 puisse dépasser le bord du gobelet lors d'une inclinaison brusque de ce dernier. Le liquide peut sortir assez aisément à travers les trous 8 ménagés dans le fond 7 de la garniture, mais un écoulement trop rapide est empêché

par la section relativement étroite des trous 8.

La garniture 9 munie d'une ouverture à bec 12 peut être insérée dans la première garniture 5 et permet à l'enfant de boire. Grâce à cette garniture 9, le gobelet pour enfants peut également être utilisé comme tasse pour malades (tasse ou gobelet à bec). Pour l'entrée de l'air, la garniture 7 est munie d'une ouverture d'aération 11 à sa partie supérieure et du côté opposé à l'ouverture du bec 12.

Il est également possible d'insérer la garniture 9 sans la garniture 5 directement dans l'orifice de la partie supérieure du gobelet. Afin que les garnitures 5 et 9 soient étanches l'une par rapport à l'autre et par rapport à la partie supérieure 1 du gobelet et puissent être emboîtées de façon sûre, ces garnitures sont détalonnées à leur partie inférieure (6, 10) et s'ajustent étroitement dans la contre-pièce correspondante.

RÉSUMÉ

La présente invention a pour objet le produit industriel nouveau que constitue un gobelet pour enfants assuré largement contre le renversement grâce à un socle de diamètre relativement important et fabriqué de préférence en matière synthétique, gobelet caractérisé par le fait que la partie supérieure du gobelet et le socle sont formés en une seule pièce; ce gobelet pour enfants peut en outre présenter les caractéristiques suivantes, prises isolément ou en combinaison :

1° Les arêtes extérieures du socle sont arrondies à la manière de patins;

2° Le socle est creux;

3° La partie supérieure du gobelet reçoit une première garniture insérée dans son orifice et dont le fond présente plusieurs trous mutuellement opposés;

4° Le fond de la première garniture présente quatre trous dont chaque fois deux sont mutuellement opposés;

5° Le gobelet reçoit une deuxième garniture en forme d'élément à bec qui peut être insérée soit dans l'orifice de la partie supérieure du gobelet, soit dans la première garniture;

6° La deuxième garniture en forme d'élément à bec présente une ouverture d'entrée de l'air en face de l'ouverture du bec;

7° La partie inférieure du pourtour des garnitures est détalonnée sur son diamètre et s'ajuste de façon étanche dans la partie supérieure du gobelet ou dans la première garniture.

Société dite : TURNWALD G.M.B.H.
Par procuration :
Alain CASALONGA

Pour la vente des fascicules, s'adresser à l'IMPRIMERIE NATIONALE, 27, rue de la Convention, Paris (15e).

D7/511

EARNSHAW'S REVIEW FEB. 1978

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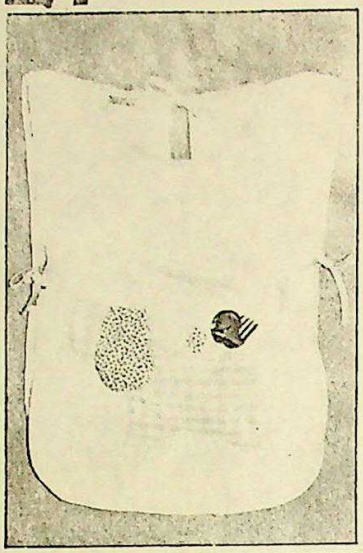

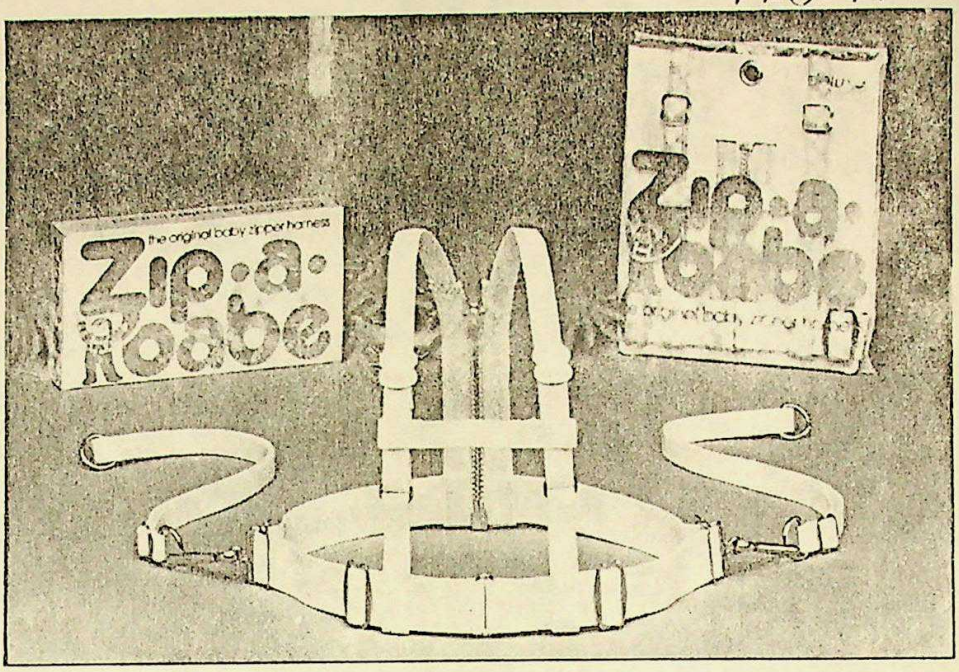

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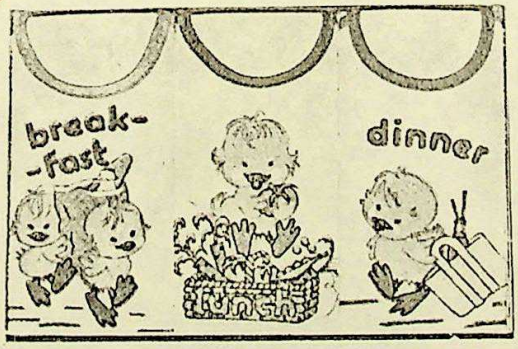

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27. Smock Bib in terry cloth has colorful appliqued dog pocket, with matching napkin, fork and spoon. And just for fun, dog's ear squeaks! By **Betsy Koons, Inc. (Atlone Feinstein)**

28. Zip-a-Babe safety harness in a brand new package features self-locking zipper, strong washable webbing and adjustable side straps. From **Life Mfg.**

29. Chicco Baby nipple training cup helps tots make the transition from bottles to cups. From **Shelcore**

30. Scooper bowl and plate is revolutionary new dish designed to encourage children to feed themselves. Special curved rim on one side helps child keep food on spoon and wipe off any excess. In bright red plastic, spillage and mess is kept to a minimum. From **Tommee Tippee.**

31. 100% knit velour cotton terry bibs, with vinyl coated backing are screen printed for "Breakfast", "Lunch" and "Dinner". From **Glenco.**

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(SE 0461909) WO 9003928
(APR 1990) APR 1990

ELLECTUAL PROPERTY ORGANIZATION
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INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(51) International Patent Classification 5 : B65D 85/72, A47G 19/22

A1

(11) International Publication Number: WO 90/03928

(43) International Publication Date: 19 April 1990 (19.04.90)

(21) International Application Number: PCT/SE89/00556

(22) International Filing Date: 10 October 1989 (10.10.89)

(30) Priority data:
8803608-2 11 October 1988 (11.10.88) SE

(71)(72) Applicant and Inventor: COLM, Kenneth [SE/SE]; Myrängsvägen 58 A, S-141 37 Huddinge (SE).

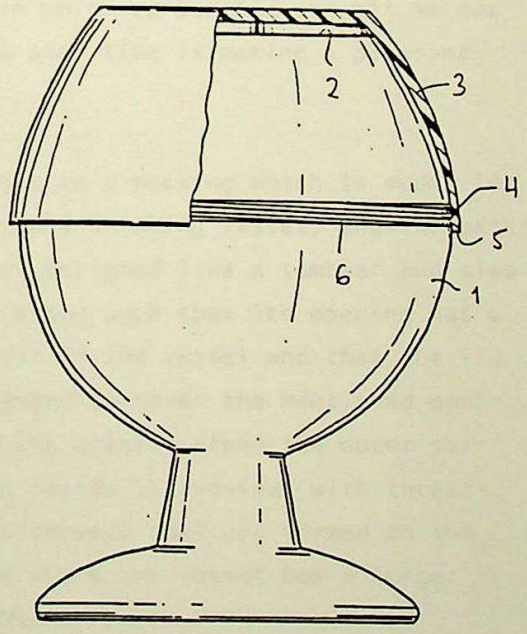
(81) Designated States: AT, AT (European patent), AU, BB, BE (European patent), BF (OAPI patent), BG, BJ (OAPI patent), BR, CF (OAPI patent), CG (OAPI patent), CH, CH (European patent), CM (OAPI patent), DE, DE (European patent), DK, FI, FR (European patent), GA (OAPI patent), GB, GB (European patent), HU, IT (European patent), JP, KP, KR, LK, LU, LU (European patent), MC, MG, ML (OAPI patent), MR (OAPI patent), MW, NL, NL (European patent), NO, RO, SD, SE, SE (European patent), SN (OAPI patent), SU, TD (OAPI patent), TG (OAPI patent), US.

Published
With international search report.
Before the expiration of the time limit for amending the claims and to be republished in the event of the receipt of amendments.
In English translation (filed in Swedish).

(54) Title: BEVERAGE PACKAGE

(57) Abstract

Packing means for drinks, of which a part is meant to make a drinking vessel (1). The packing is especially characterized in, that it comprises a vessel (1) of glass designed as a tumbler and also comprises a lid, in that the vessel (1) has a shape like a cup so that its opening (2) has a smaller diameter than the largest diameter of the vessel and in that the lid consists of a cupshaped top (3) which is provided to cover said opening (2) and provided to go down a bit from the opening (2) along the outer surface of the vessel (1) and in that the top (3) on the inside is provided with threads (4) which are provided to cooperate with threads (6) formed on the outer surface of the vessel (1) and located where the vessel (1) has a larger diameter than the diameter of the opening (2).



Beverage Package

The present invention relates to a packing. Meaning that the invention relates to a packing for drinks.

Not carbonated drinks are usually packed in plastic and paper packings of different kind, whereas carbonated drinks are packed in somekind of bottle either of glass or plastic or in cans of aluminium.

Common for the packings are that they are not meant to be drinking vessels, but the intention is to pour the drink into a glass, a mug or something alike. This leads to that the user has to be supplied or supply himself with something to drink from.

This is an inconvenience in many situations. As for example, serving onboard airplanes, trains and buses as well as Hot-Dog-bars, lunch places etc.

At such serving it is also a request to serve food and drinks in a pleasant way.

The present invention offers a packing in which carbonated as well as not carbonated drinks can be kept and at the same time is making a pleasant drinking vessel.

Accordingly, the present invention relates to a packing which is meant for drinks, of which some part intends to make a drinking vessel, and the packing is characterized by a vessel of glass designed like a tumbler and also a lid, that the vessel has a shape like a cup such that its opening has a smaller diameter than the largest diameter of the vessel and that the lid consists of a cupshaped top which is arranged to cover the mentioned opening and arranged to run down a bit from the opening along the outer surface of the vessel and also that the top inside is provided with threads which are arranged to cooperate with the threads that are formed on the outer surface of the vessel and located where the vessel has a larger diameter than the diameter of the opening.

Below, the invention will be described in more detail partly in connection

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with embodiments of the invention shown on the attached drawings, where

- Figure 1 shows a packing according to the invention where a sealed top is partly shown broken through;
- Figure 2 shows another embodiment of the packing;
- Figure 3 shows details concerning the tightening of the top.

In Figure 1 a packing is shown according to the invention. The packing consists of a vessel 1 of glass, which is designed like a tumbler which has an opening 2 large enough for a person to be able in a convenient way to drink from the glass.

Further the packing consists of a lid 3 comprising a cupshaped top 3. The top 3 is arranged to cover the opening 2 of the vessel 1 and arranged to run down a bit from the opening 2 along the outer surface of the vessel.

The vessel 1 has a design like a cup so that the opening 2 has a smaller diameter than the largest diameter of the vessel.

Mentioned top 3 is provided with threads 4 on the inside, which are placed close to the free rim 5 of the top 3. These threads are arranged to co-operate with threads 6 formed on the outer surface of the vessel 1.

The threads 6 on the outer surface of the vessel are placed on the vessel where the diameter is larger than the diameter of the opening 2.

According to a preferred embodiment the diameter of the vessel 1 is at least 50% larger, where its threads 6 are to be found, than the diameter of the opening.

Hereby it is achieved that the length of the threads 6 in circumference will exceed the diameter of the opening which is causing that the pressure on the threads 4 of the top 3 will be reduced compared to the threads being placed closer to the opening.

According to a specially preferred embodiment the vessel is cupshaped and its threads 6 are placed where the diameter of the vessel is largest.

This embodiment is specially advantageous when the packing shall contain carbonated drinks.

For instance the vessel can preferably have a design similar to a wine-glass, as illustrated in Figure 1. Of course various other designs can be considered of which one is shown in Figure 2.

Depending on the field of use the design of the vessel can vary. However, in many cases it is preferred that the packing is low in proportion to its volume.

One reason is for example that a limited height is available, as for example, in connection with a food-box of the kind that is served onboard airplanes.

According to a preferred embodiment the top is made of a plastic material. This in combination with designing the vessel so that its threads are placed where the diameter of the vessel is largest will give the significant advantage that the lower part of the top serves as a protection for the vessel - which is made of glass - against bumps from adjacent packings at for example transportations.

According to another preferred embodiment the top has a height exceeding about 2-3 cm. This means that facts about the drink in the packing, like its trade mark, declaration of contents etc., can be printed on the outside of the top.

On the inside, the top 3 is provided with a sealing of cork or a polymer. The sealing 7 is provided at least along the area of the top that is next to the upper free rim 8 of the vessel around the opening 2 when the top is placed on the vessel. The sealing thus has a circular shape in one embodiment.

In order to achieve a lid which is tight against relatively high pressure at least the flat part 9 of the top 3 which covers the opening 2, when the top is placed on the vessel, may consist of an aluminium foil 10 which is tightly connected to the sealing 7,

The packing can be made with different volumes depending on the field of use and drinks. For soft drinks the packing can be made with for example the volumes of 18 cl and 33 cl and for example for wine with the volumes of 18 cl and 23 cl. Suitable volumes for hard liquor can be 4 cl, 5 cl and 6 cl.

An advantage of the packing according to the invention is that the packing can be re-sealed by putting the top back on the vessel. Another advantage is that, if so desired, the vessel can be kept and used as a tumbler.

The present invention can be varied, especially, in addition to the design of the vessel, as regards the sealing construction. For example the top can be made of a plastic material such that the top by means of the threads can be tightened hard enough so that the top without any special sealing arrangements shall tighten well enough against the upper free rim of the vessel also when the vessel contains carbonated drinks.

Thus, the present invention shall not be considered limited to the embodiments mentioned above but can be varied within the scope of the attached claims.

Claims

1. Packing meant for drinks, of which a part is meant to make a drinking vessel, c h a r a c t e r i z e d in, that the packing comprises a vessel (1) of glass designed as a tumbler and also comprising a lid, in that the vessel (1) has a shape like a cup so that its opening (2) has a smaller diameter than the largest diameter of the vessel and in that the lid consists of a cupshaped top (3) which is provided to cover said opening (2) and provided to go down a bit from the opening (2) along the outer surface of the vessel (1) and in that the top (3) on the inside is provided with threads (4) which are provided to cooperate with threads (6) formed on the outer surface of the vessel (1) and located where the vessel (1) has a larger diameter than the diameter of the opening (2).

2. Packing according to claim 1, c h a r a c t e r i z e d in, that the top (3) is made of a plastic material.

3. Packing according to claim 1 or 2, c h a r a c t e r i z e d in, that the top (3) on the inside is provided with a seal (7) made of cork or a polymer, which seal (7) is located at least along the area of the top (3) which abuts the upper free rim (8) of the vessel (1) around the opening (2) when the top is placed on the vessel.

4. Packing according to claim 1, 2 or 3, c h a r a c t e r i z e d in, that at least the part (9) of the top (3) which covers the opening (2) of the vessel (1), when the top is placed on the vessel, comprises an aluminium foil (10).

5. Packing according to claim 1, 2, 3 or 4, c h a r a c t e r i z e d in, that the diameter of the vessel (1), where its threads (6) are located, is at least 50% larger than the diameter of the opening (2).

6. Packing according to claim 1, 2, 3, 4 or 5, c h a r a c t e r i z e d in, that the vessel (1) is designed like a cup and that the threads (6) of the vessel are placed where the diameter of the vessel (1) is largest.

7. Packing according to any of the preceding claims, c h a r a c t e -

r i z e d in, that the height of the top (3) along the outer surface of the vessel (1) exceeds about 2-3 cm.

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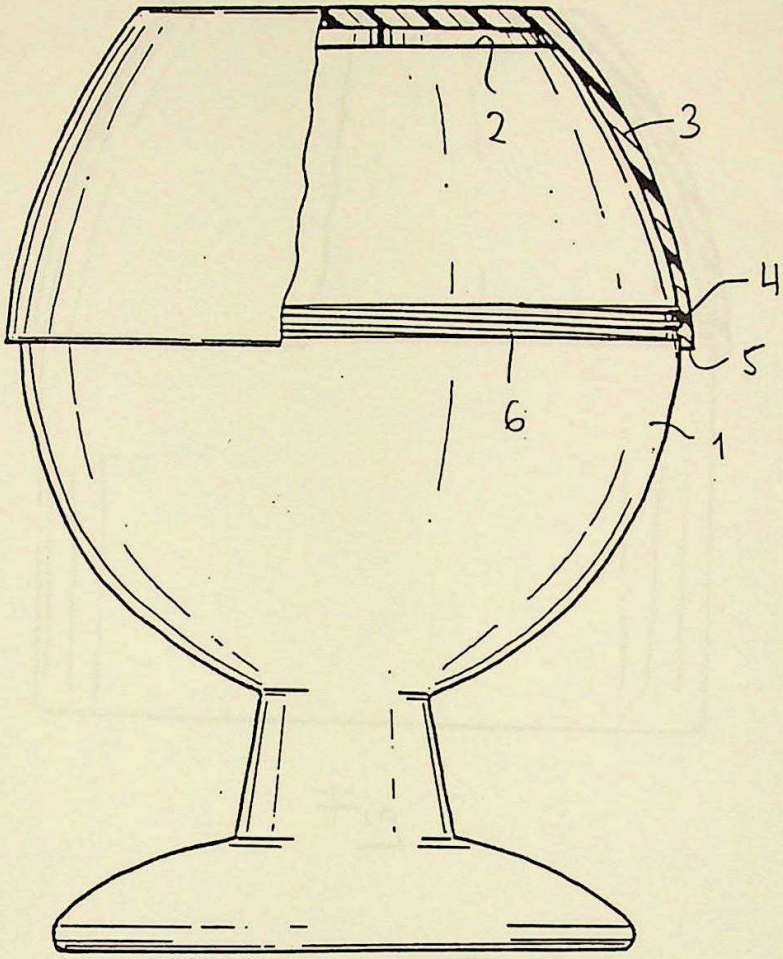

Fig 1

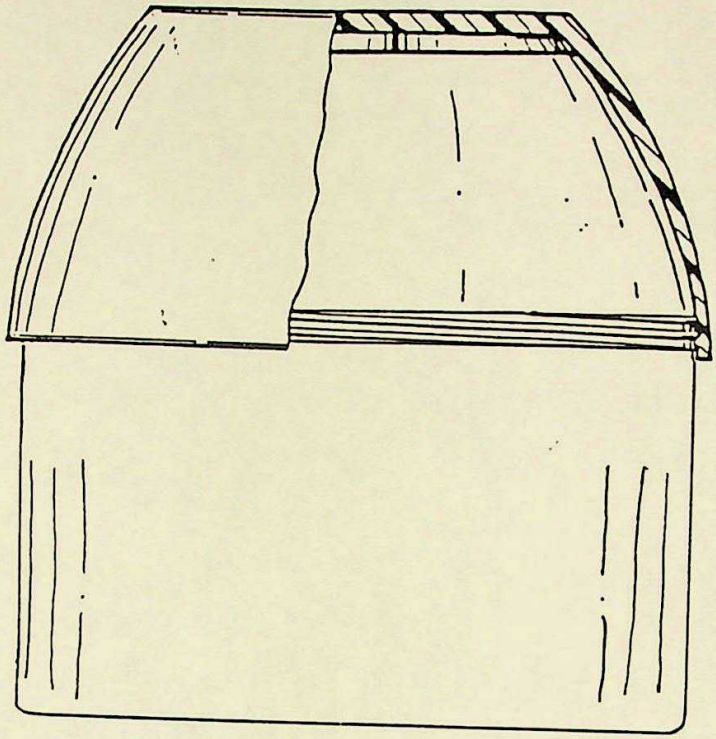

Fig 2

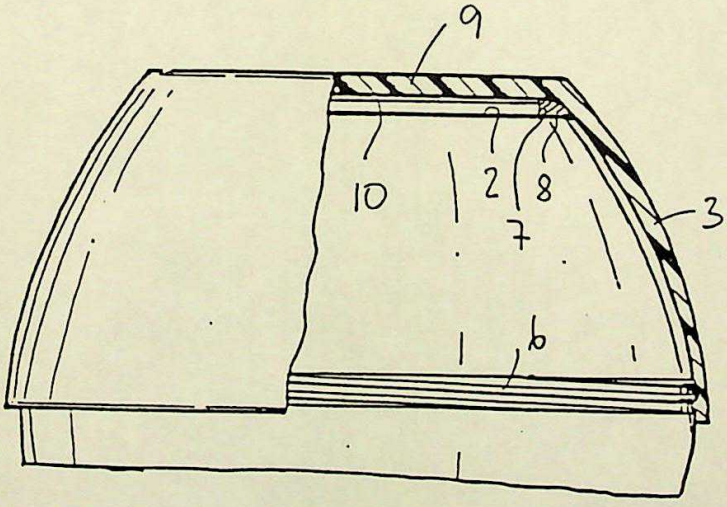

Fig 3

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SLIDE ACTION

NO LEAKS NO SPILLS

ALL PLASTIC,
LIGHTWEIGHT
SANITARY
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DISPENSER
FOR LIQUIDS

FITS **ALL**
STANDARD
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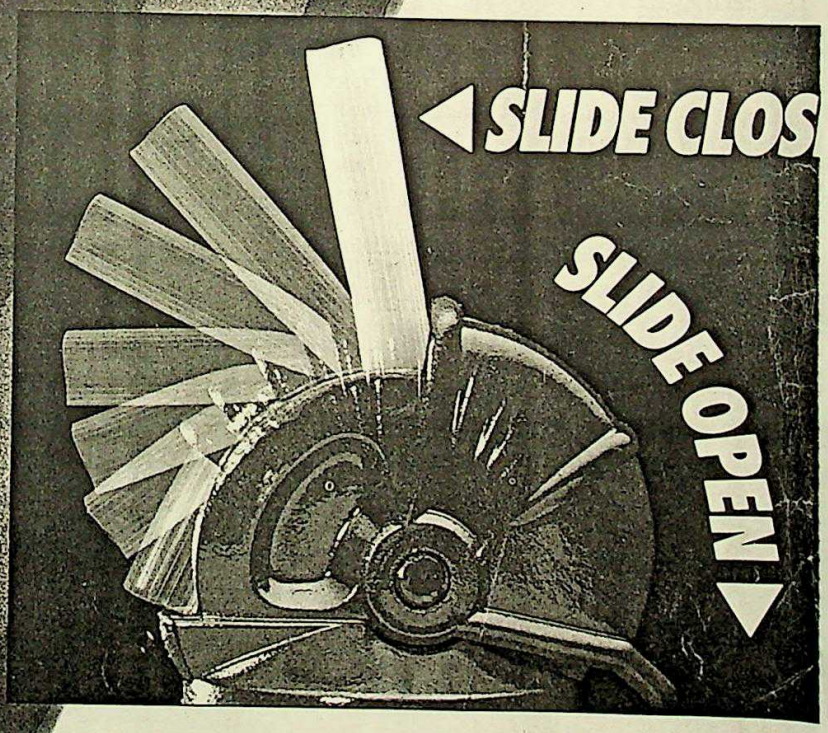

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